

I am writing to offer Allstate Life Insurance Company's comments concerning the Federal Communications Commission's proposed creation of a national Do Not Call list. As a company that depends on the legitimacy and efficiency of telemarketing programs to grow and support its business, we are committed to conducting telemarketing programs that adhere to the highest ethical standards. It is with that background that we respectfully submit the following comments regarding the Commission's proposed revisions to the Act.

Comments of Allstate Life Insurance Company On The Proposed Revisions To The Telephone Consumer Protection Act

CG Docket No. 02-278

Creation of a National Do-Not-Call List:

We believe the FCC should reaffirm their prior analysis and decisions that company specific Do Not Call lists can accomplish the objective of protecting consumers without unduly burdening the teleservices industry.

- A. The Federal Trade Commission (FTC) has released an order establishing a national do-not- call registry. The implementation of an additional federal do not call list would place a tremendous burden on the telemarketing industry, severely and unfairly hamper our ability to do business, and put jobs at risk.
- B. The states have already moved to address any perceived loopholes in the existing Do Not Call framework. Now approximately 32 states have DNC lists and more have been proposed. The states, which are in the best position to offer solutions to the concerns raised by their citizens, have looked at this situation and acted in a way that is appropriate for their constituents. The FCC's list would use taxpayer money to provide a service that is already offered to more than 60% of American citizens.

We certainly respect the time the Commission has invested in studying these issues and its commitment to continue modifying these proposals. We urge the Commission to look at the overall negative impact that these proposals will have on jobs, our community and the economy as a whole. Thank you for your consideration.

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